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A complete list of all the features that appeared in Sales and Marketing Management in 1985, including those in S&MM's *Surveys*, Special Reports, and Special Sections; also, S&MM Short Takes, Salesgraphs, Demographics in Action, The Computer in Sales & Marketing, Viewpoint, Books, Jaundiced Eye, Significant Trends, Compensation, Ideas You Can Use, and Reader Postscripts. This index does not include Marketers Etcetera, On the Road, S&MM Predicts, or Newsletters.

Key to abbreviations
SR Special Report
SS Special Section

Company names are boldfaced

*Compiled by S&MM Librarian Bristol Voss*


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